BNPL - Supplementary Study 3 (#170323)

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Author(s)
Stijn Maesen (Imperial College London) - s.maesen@imperial.ac.uk
Dionysius Ang (University of Leeds) - D.Ang@leeds.ac.uk

1) Have any data been collected for this study already?
No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?
We will examine if the payment method impacts the effectiveness of temporally reframed prices
We expect BNPL installment payments to increase purchase intentions compared to delayed lump-sum payments.

We predict that segregated price increases purchase intentions compared to aggregate price for lump sum payments.

3) Describe the key dependent variable(s) specifying how they will be measured.
Purchase intention will be measured using the following question:
What is your likelihood of purchasing this product? (1 = not at all likely, 9 = extremely likely).

4) How many and which conditions will participants be assigned to?
The study will adopt a 2(price: segregated vs. aggregated) x 2(payment: lumpsum vs. BNPL) between-subjects design.
Participants will be randomly assigned into one of four conditions.

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
An ANOVA will be used to examine the effect of price frame and payment method on purchase intentions.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Our analysis will exclude participants that (1) do not finish the study (2) fail the attention checks, and (3) taken part in a similar study previously.

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.
800 participants will be collected.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
We will also measure perceived financial constraints (4 items), and perceived costs (4 items).
We expect BNPL to reduce perceived financial constraints compared to lump sum payment.

We will examine if the effect of payment method and price frame on purchase intention is mediated by perceived financial constraints and perceived costs.

We will use Hayes (2018) Model 8 to examine the relative strength of these mediators.